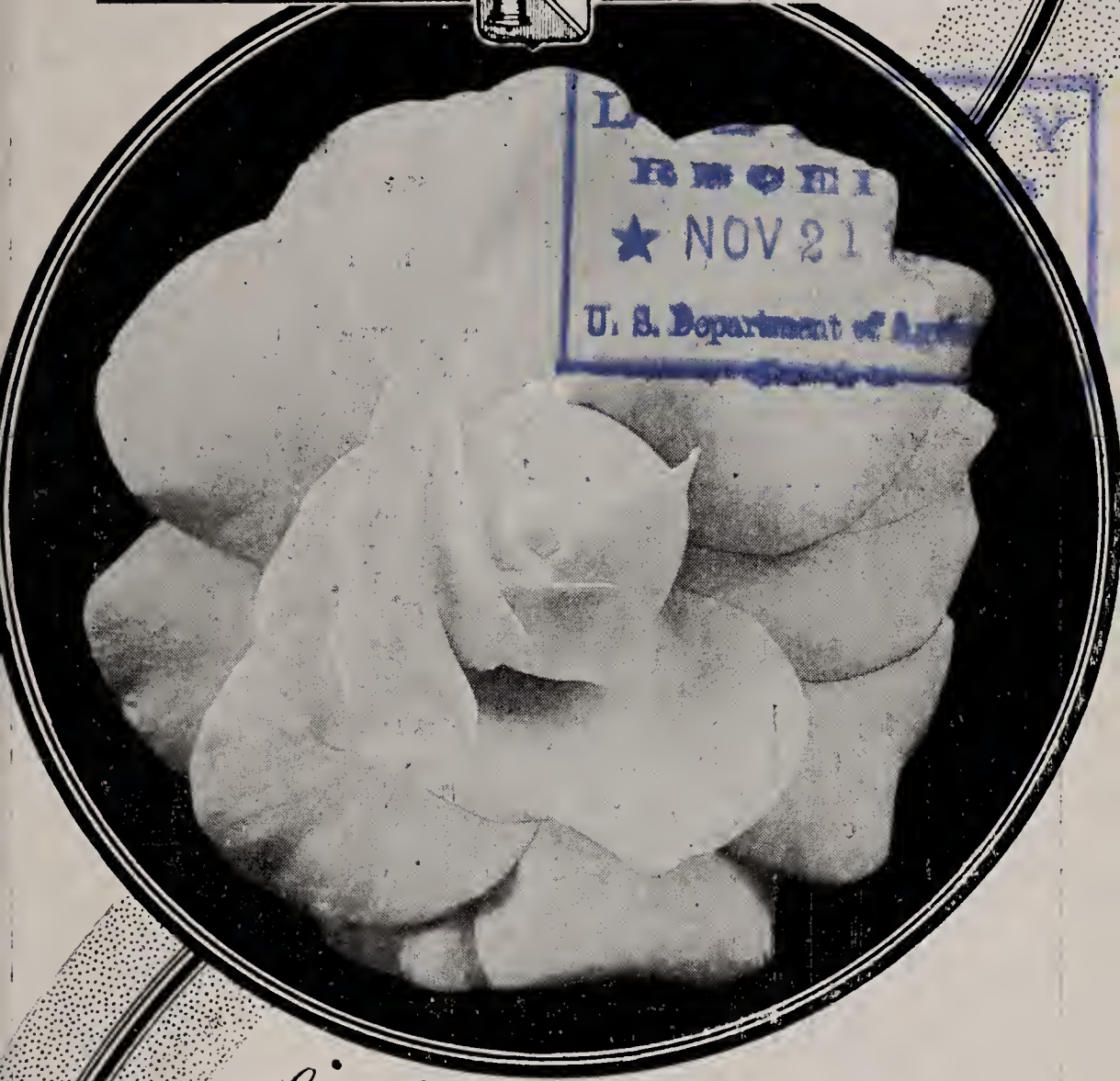


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Do not assume content reflects current scientific knowledge, policies, or practices.

ES. 01
"Longview"

51225
Crichton, Ala.



Lot 25.....

Camellias

winter-flowering novelties

for

Florists





FOR FLORISTS

Good varieties of Camellias will produce more profit per square foot of greenhouse space occupied, than any other crop you may grow.

The ease and economy of culture makes it a delight to grow them.

A "cool" house, with night temperature above freezing, and maximum day temperature 45 to 50 degrees in the winter, is needed.

These old time favorites of yester-years, appeal instantly to both men and women flower buyers.

Where ever the finer varieties of Camellia flowers are shown, dignity, formality and beauty prevades. They are winter blooming flowers in wonderful combination of forms, rich in colors, and size, unrivaled for their magnificance, nor surpassed by the grandeur of exquisite beauty and charm.

To the younger generation of growers who do not know Camellias, (and who does?) we can say without fear of contradiction, they are the most beautiful flowering evergreens in commerce.

And they are rapidly becoming the vogue in winter flowers.

We made the statement that Camellias are the most profitable flowering plants you can grow. Seven year old plants occupy less than 4 square feet of space. Normally they will produce two dozen markatable flowers, worth \$6.00 per dozen wholesale. Good varieties of cut Camellias readily retail at \$1.00 to \$1.25 each. These prices prevailed February 1934 at New Orleans, where Camellias are commonly grown in the open as winter flowering garden ornamentals.

We too, shipped cut Camellias via air express to New York last winter and netted \$6.00 per dozen.

Although orders for cut Camellias were not solicited, we turned down many opportunities to ship other northern markets.

Since Quarantine 37, it has been difficult for the trade to locate varieties of Camellias for cut florist flowers in this country.

We have been growing Camellias since 1915, gradually working up sufficient stock of the finer sorts to take care of the florists' trade.

In recent years, many florists' have bought small Camellia plants from various sources, and after growing them four or five years, learned to their sorrow, the individual varieties were not satisfactory cut flower types.

And right here let us stress this truth—the production of cut Camellia flowers will not prove profitable to florists who start with one or two year old lining-out size stock. Such a purchase ties up your capital investment and space they occupy in a greenhouse, with the added expense of their care until they are at least six or seven years old.

Some florists think the cost of Camellias are unreasonably high.

Such is not the case, if one selects five to seven year old plants in bud.

Quick returns on your investment depends on starting with Camellias old enough to produce markatable cut flowers the first year.

Many good varieties can be had in bud at a cost low enough to promptly repay the entire initial purchase price from the sale of flowers produced the first season.

"Longview" Camellias are an endowment. The money you have given for them isn't after all a great deal, and you can look on it as a capital investment which brings in dividends of increasing quantities of saleable flowers each season. They will prove to be your most prized and profitable possession. Old specimens here in the South frequently carry five and six thousand perfect flowers during a winter season. One must remember too, Camellias are known to live 150 years, and still be in their prime. For this reason a good, cut flower variety of Camellia constitutes a sound investment for any florist who has available space in a cool greenhouse, to grow them.

After owning a few such good varieties and cropping them five or more years, we are confident you would not part with them, at five times their original cost.

Camellias are now the most valuable plants in horticulture. Since 1930 we furnished fifteen car loads of collected specimens, which were planted as outdoor winter flowering evergreens on estates in South Carolina. Many of these specimens brought prices ranging from \$25.00 to \$60.00 per foot, delivered. In other words, ten foot Camellias sold for \$250.00 to \$600.00 each. And these sales were made during a period of the worst financial depression this country has ever gone through. Many individual specimen Camellias brought \$1000.00 to \$1500.00 apiece.

The prices we are now offering these fine florists cut flower varieties are amazing low. In fact, they cost less than you could import them from Europe, prior to enactment of Quarantine 37.

"Longview" Camellias are pot grown—shifted each year to larger size containers to prevent them from becoming pot bound. They are light in weight, reducing the cost of transportation one-quarter to one-sixth of what bulky, balled and burlaped field grown Camellias would cost to ship. And best of all, you get an undisturbed ball of roots, easy to handle, and the plants will not show evidence of hardship on distant shipments made any month of the year.

You can continue growing them in pots, tubs, wooden boxes, or ground beds of your greenhouse.

Fritz Bahr, in his column WEEKS WORK, of the Florists Exchange and Horticultural Trade World, July 14, 1934 issue, says:

"CAMELLIAS"

"Camellia plants, nicely branched, about 30 in. tall and planted out about a year ago in a ground bed, produced last season two to three flowers each. They have made a fine growth and at this writing quite a number carry eight or ten or even more buds. Whether the flowers are used for corsages, shoulder bouquets or floral designs, the plants will more than pay for themselves this year. On this account I once more call attention to Camellias. Every retail grower should set out a few plants and let them come along where they can remain for the next eight or ten years. Planted 6 ft. or so apart each way, a catch crop of Calendulas or some other dwarf growing annual, may be grown between the plants for the first three or four years. If you haven't a ground bed for the plants, you may well consider growing a limited number in pots. They may not grow as quickly into large specimens, but they will flower just as profusely as when planted out."

Inevitably, you will buy and grow Camellias. Whether they prove profitable for you, depends on your getting the right kind of varieties—types suitable for cut flowers—and plants old enough to produce saleable flowers the first year.

While on the subject of varieties, why not protect yourself by being ultra-exacting in the selection of worth-while cut flower sorts.

"Longview" Camellias are tagged with an embossed copper label, indicating the variety; the label is attached with a seven strand flexible Monel metal cable, a permanent and enduring means for future identification.

This is your guarantee and assurance, each "Longview" Camellia is true to name or description.

In this folder will be found three dozen commercial varieties, suitable for Florists cut flowers. They represent the outstanding types best suited for you to grown at a profit.

You should choose Camellias with the care a permanent investment deserves, for Camellias you buy this season will easily outlive the finest constructed and best maintained greenhouse. In fact they will be producing large quantities of valuable flowers when your childrens, grandchildren are of age.

Of course you can buy "cheap" Camellias. We too, could not resist the temptation of "bargains", in years past. Seldom were they worth the cost of transportation, since the types of blooms produced had no commercial values as cut flowers.

It is impossible to arrive at an adequate conception of the numerous forms and color combination of Camellias, until you have seen what we believe to be the worlds second finest collection, in flower, at "Longview." Florists visiting here when Camellias are in bloom, invariably are enthused over their beauty.

These visiting florists who know real values in Camellias are the ones who buy "Longview" Camellias.

Space does not permit publishing a list of the prominent growers well known in the trade who patronize "Longview." In more than forty states, Hawaii, Australia, and even far away China, satisfied customers can be found who know the quality of our stock.

Heading the list are such well known growers as:

Albert F. Amling Co., Maywood, Ill.

Fritz Bahr, Highland Park, Ill.

C. E. Bauman, Inc., Rahway, N. J.

Lack of space forbids a more extensive list. But they are the type of outstanding Florists who find it pays them to deal with a specialist, when they want something different and distinct in Camellias.

That's the reason Camellias from "Longview" will prove profit builders for you.

The Camellias offered in this list represent only a small percent of the numerous varieties grown at "Longview."

These particular varieties were carefully selected after years of experience in growing them, having in mind the types best suited for the florists trade.

Your order for one plant or a car load will have personal attention.

These varieties have been illustrated and accurately described in our various catalogues, published 1928, 1933 and one entitled "GEMS OF HORTICULTURE", now in the hands of the printer. Extra copies of these last two catalogues 10c each, postpaid.

An illustrated bulletin on CAMELLIA CULTURE sent with each order. Extra copies 30c each, or four for \$1.00 prepaid.

Invest \$25.00—\$50.00—or \$100.00 in a trial collection of Camellias now, and enjoy an infalable and increasing revenue each winter season the balance of your life.

For immediate or quick returns, select budded plants six or more years old, to flower this season.

Orders for budded plants should be placed before sub-freezing weather sets in, to save weight in packing, necessary to protect them from severe cold.

Make checks payable to

"LONGVIEW"

Robt. O. Rubel, Jr., Prop.—Camellia Specialist

CRICHTON, ALA., U. S. A.

NOTICE

(SEE OTHER SIDE)

The discounts mentioned on opposite side are granted, only to established florists' and nurserymen.

We ask your cooperation and will appreciate your respect in keeping them confidential.

They are not to be revealed to the retail trade.

“LONGVIEW”

CRICHTON, ALA.

Robt. O. Rubel, Jr., Prop.
Camellia Specialist

WHOLESALE TRADE - - DISCOUNT

To the legitimate florist and nursery trade, the following trade discounts are allowed from our price-list of 1934-35 season.

25% discount (1-4th off)
on orders for 1 to 9 plants.

33 1-3% discount (1-3rd off)
on orders for 10 or more plants.

TERMS: Check with order.

No Charge for careful packing

NOTE

Extra 5% discount allowed on all order for delivery prior to December 1st 1934

This extra discount is offered because of the saving in cost of packing effected on shipments made prior to severe cold weather setting in.

PRICE LIST No. 69

(Mention this list number when ordering)

RED VARIETIES CAMELLIAS SUITABLE FOR CUT FLOWERS

SARAH FROST, Lot 1, full double, rose form, vigorous grower.

5" pot, 4 yr. old, 18-24", slightly branched, each	\$1.50
1-Gal. can, 5 yr. old, 24-30", branched and budded	2.50
1-Gal. can, 5 yr. old, 30-36", branched and budded	2.75
7" pot, 6 yr. old, 36-42", branched and budded	3.50
9" pot, 7 yr. old, 36-42", well branched, budded	4.00

PROF. CHAS. S. SARGENT, Lot 15, full double peony bomb shape.

4" pot, 3 yr. old, 18-24", slightly branched	\$2.00
6" pot, 5 yr. old, 24-30", branched, few in bud	3.00
7" pot, 6 yr. old, 30-36", branched, few in bud	4.00
8 1-2" pot, 7 yr. old, 36-42", branched and budded	5.00
8 1-2" pot, 7 yr. old, 42-48", branched and budded	6.00

Lot 16, NAME UNKNOWN, Crimson to deep pink, tufted center and carnation forms. Color influenced by chemical reaction in soil.

6" pot, 5 yr. old, 30-36", branched, few in bud	\$3.00
1 Gal. can, 5 yr. old, 30-36", branched, few in bud	3.00
9" pot, 7 yr. old, 36-42", well branched and budded	6.00

POPE PIUS IX, Lot 26, Original plant imported under this name many years ago. Full double, fine rose form, very fine.

6" pot, 5 yr. old, 24-30", branched, few in bud	\$4.00
8 1-2" pot, 7 yr. old, 36-42", open branched and budded	9.00
8 1-2" pot, 7 yr. old, 42-48", open branched and budded	10.00

Lot 31, NAME UNKNOWN, full double red, rose form similar to Lot 1.

10" can, 8 yr. old, 36-48", well branched and budded	\$7.50
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PINK VARIETIES CAMELLIAS SUITABLE FOR CUT FLOWERS

LOT 7, NAME UNKNOWN, Exquisite pure pink, occasional suffusion of white. Rare. Illustrated in our 1928 Camellia catalogue.

5" pot, 4 yr. old, 16-20", slightly branched	\$3.00
1 Gal. can, 5 yr. old, 24-30", slightly branched	4.50

LOT 10, NAME UNKNOWN—Deep pink, rose form, full double, free blooming good cut flower variety.

4" pot, 4 yr. old 18-24", slightly branched	\$1.50
5" pot, 4 yr. old, 24", slightly branched	2.25

PINK PERFECTION, LOT 28, Most popular of all shell pink Camellias

5" pot, 4 yr. old, 18-24", branched, few budded	\$3.00
6" pot, 5 yr. old, 24-28", branched and budded	4.50
7" pot, 6 yr. old, 24-28", branched and budded	6.00

LOT 33, NAME UNKNOWN, shell pink double, has two types of flowers, rose and very full peony forms. Magnificent variety, very rare.

9" pot, 7 yr. old, 36-42, well branched and budded	\$12.00
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LOT 44, NAME UNKNOWN, deep pink, occasional white bloch, vigorous.

5" pot, 4 yr. old, 24-30, branched, few in bud	\$2.25
8 1-2" pot, 7 yr. old, 36-42, well branched 18 or more buds	5.00
8 1-2" pot, 7 yr. old, 42-48, well branched 20 or more buds	5.50

LOT 54, NAME UNKNOWN, thot to be MARQUISE D'EXETER, Double soft satiny salmon pink to salmon rose. Blooms over long period.

5" pot, 4 yr. old, 20-24", slightly branched	\$2.25
1 Gal. can 5 yr. old, 30-36", slightly branched, few in bud	3.75

LOT 56, NAME UNKNOWN, full double bomb peony, deep clear pink, fine form, early blooming. Outstanding variety. Vigorous growth.

6" pot, 5 yr. old, 24-36", slightly branched, few in bud	\$4.50
9" pot, 7 yr. old, 36-42"; well branched and budded	7.50

LOT 65, NAME UNKNOWN, Satiny salmon rose pink, good color and form.

5" pot, 4 yr. old, 30", slightly branched	\$3.00
6" pot, 5 yr. old, 36" slightly branched	3.75

WHITE CAMELLIAS SUITABLE FOR CUT FLOWERS

ALBA FIMBRIATA, Lot 4, Fringed (toothed) edged petals, sport of Alba plena. Exquisite cut flower variety. Rare. Blooms November and December. Illustrated on cover page our 1933 Camellia catalogue.

5" pot, 4 yr. old, 24-30" slightly branched	\$4.50
6" pot, 5 yr. old, 30-36" well branched	6.00
7" pot, 6 yr. old, 30-36", well branched	8.00
9" pot, 7 yr. old, 24" specimen	10.00

ALBA PLENA, Lot 6, most desirable full double white, as commercial cut flower. In constant demand for past 142 years. Every florist should have a few of these plants. Blooms November and December.

4" pot, 3 yr. old, 12-16", single stem	\$1.50
5" pot, 4 yr. old, 24-30", branched	3.00
6" pot, 5 yr. old, 28-36", branched and few in bud	4.50
7" pot, 6 yr. old, 36-42", branched and few in bud	6.00

ANNA ZUCCHINI, Lot 14, double white, tufted center, occasional rose stripe. Attractive variety. Blooms naturally mid-season.

5" pot, 4 yr. old, 24-30", branched, few in bud	\$2.00
1 Gal. can, 5 yr. old, 36-42", branched, few in bud	3.75
8 1-2" pot, 7 yr. old, 36-48" well branched, heavily budded	7.50

PURITY, Lot 22, is generally accepted name of this large double white variety with minute golden anthers in center. Fine sort.

1 Gal. can, 5 yr. old, 24-30", branched	\$ 6.00
9" pot, 7 yr. old, 42-48", well branched, budded	10.00

LOT 24, NAME UNKNOWN—Double white, bomb peony form, occasional pink stripe. Fine form, blooms readily for Christmas.

1 Gal. can, 5 yr. old, 30-36", slightly branched	\$4.50
6" pot, 5 yr. old, 42-48", slightly branched, thin plants	5.00

Lot 25, NAME UNKNOWN—Exquisite porcelain double white, sometimes penciled with pink. Exceptionally fine cut flower. See cover page.

5" pot, 4 yr. old, 24-30"; slightly branched	\$2.50
5" pot, 4 yr. old, 30-36", slightly branched, few in bud	3.00
1 Gal. can, 5 yr. old, 30-36", slightly branched, few in bud	3.75
1 Gal. can, 5 yr. old, 36-42", slightly branched, few in bud	4.00
8 1-2" pot, 7 yr. old, 36-42", well branched and budded	7.50

LADY HUME'S BLUSH. Lot 37. (Genuine) Imported to England in 1806, from China, and still rare in commerce. Price a matter of correspondence.

Lot 38, NAME UNKNOWN, White, double striped with rose. Often has rose sports on same bush marked with white or deep red.

9" pot, 7 yr. old, 24-30", well branched, budded	\$7.50
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CANDIDISMA, Lot 41, (Genuine) Original importation to England by Chandler's nursery 1816, from Orient. Very fine full double white.

5" pot, 4 yr. old, 16-18", branched	\$3.00
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SNOW ON MOUNTAIN, Lot 50, *C. sasanqua*. Fragrant, white peony form, early blooming, vigorous grower, and free flowering.

4" pot, 3 yr. old, 16-18", branched, few in bud	\$1.00
5" pot, 4 yr. old, 18-24", branched, few in bud	1.50
6" pot, 6 yr. old, 24-30", cut back, branched, heavy budded	3.00

MAID OF ORLEANS, Lot 52, was name the parent plant was imported under. Double white, rose form striped with rose. Has rose spots.

5" pot, 4 yr. old, 24-30", slightly branched, few in bud	\$2.00
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LOT 64, NAME UNKNOWN, resembles the genuine Mrs. Abby WILDER, in form. Double white, rose form, suffusion of pink tint at base of petals. Very fine cut flower variety, and rare in commerce.

5" pot, 4 yr. old, 20-24", branched, few budded	\$4.50
6" pot, 5 yr. old, 20-24", well branched, few budded	6.00

NOBBLISSIMA, Lot 72,—Pure white, double peony form, golden anthered stamens among petals. Free blooming, December and January.

5" pot, 4 yr. old, 24", branched few in bud	\$3.00
1 Gal. can, 5 yr. old, 20-28", well branched, few in bud	4.00

VARIGATED CAMELLIAS SUITABLE FOR CUT FLOWERS

CHANDLERII ELEGANS, Lot 9—Very large flower, 4-5" diameter, pink and white peony type. Slow prostrate grower in juvenile stage.

6" pot, 5 yr. old, 12-18", branched, few in bud	\$3.50
9" pot, 7 yr. old, 24-30", well branched and in bud	8.00

LOT 23, NAME UNKNOWN, full double rose form, white and rose pink variegation. Excellent cut flower variety.

4" pot, 3 yr. old, 18-24", slightly branched	\$1.50
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LOT 47, NAME UNKNOWN, Similar to Lot 23 in form, but earlier blooming. Rose-pink, shading to cherry, irregularly marked with white.

5" pot, 4 yr. old, 30-36", slightly branched, few in bud	\$2.50
7" pot, 7 yr. old, 36-42", branched and few in bud	4.50

COMPT D'GOMER, LOT 53,—Delicate pink-tint petals, penciled and spotted with old rose. White edges.

5" pot, 4 yr. old, 12-18", slightly branched	\$1.50
1 Gal. can, 5 yr. old, 18-24", slightly branched	2.50

LA PEPPERMINT, Lot 98, was name this variety was imported under, prior to Quarantine 37. Double rose form, striped with red.

7" pot, 6 yr. old, 24-30" well branched and budded	\$6.00
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LOT 109, NAME UNKNOWN, Very large, bold red and white double. Fine.

4" pot, 3 yr. old, 12-18", slightly branched	\$2.50
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VARIABLE VARIETIES SUITABLE FOR CUT FLOWERS

Color and color markings, structure or form of flowers, not fixed. A small or large plant may produce as many as six or seven distinct types of flowers at one time. Interesting and profitable to grow.

TEUTONIA, LOT 3, Full double, rose form, pure white, shell pink, and many types of variegated white and pink flowers on same bush. No two exactly alike. An outstanding variety. Magnificent and quite rare.

6" pot, 5 yr. old, 18-24", branched	\$ 6.00
7" pot, 6 yr. old, 24", well branched	8.00
9" pot, 7 yr. old, 30-36", well branched	10.00

CONCORDIA, LOT 32, Variable form and color marking, pink to rose, with darker striped of red, spotted white. Peony and rose forms on same bush. Very beautiful.

5" pot, 4 yr. old, 24-30", slightly branched.....\$3.50
 9" pot, 7 yr. old, 36-42", well branched, few in bud..... 7.50

HARLEQUIN, LOT 55, Which means to fool. Six and seven distinctly marked flowers produced on 6 year old plants. Pure white, shell pink, rose and peony forms, also varigated and striped varieties. Very desirable cut flower type. Exquisite.

5" pot, 4 yr. old, 24-30", slightly branched \$ 6.00
 6" pot, 5 yr. old, 24-30", well branched, few in bud 8.00
 8 1-2" pot, 7 yr. old, 36-42", well branched, with buds 12.00

MAIDENS BLUSH, LOT 63, was name this plant was bought under 35 years ago. Flowers may be pure white, full double, or white with blush of pink tint. Sometime flaked with white and pink. Both full double and doubles with stamens in center produced on same plant. Frequently this is sold as Lady Hume's Blush. Unusually fine and worth while.

5" pot, 4 yr. old, 24-30", slightly branched, few in bud.....\$5.00
 6" pot, 5 yr. old, 30-36", well branched, few in bud 6.00

SOPHIA, LOT 87, Resembles CHANDLERII ELEGANS in form and color except this is smaller. Blooms in November and December.

5" pot, 4 yr. old, 18-24", slightly branched\$3.00
 6" pot, 4 yr. old, 24-30", slightly branched, few budded 4.00

**A Prominent Northern Florist Just
 Wrote Us As Follows:**

October 12th, 1934

"With us the Camellias planted out a year ago, are doing fine, we picked the first three flowers yesterday with only a limited number to offer, the flowers with just a little green and a touch of inexpensive silver ribbon, they will sell for one dollar each, while Gardenias requiring ever so much more care and heat bring 35 cents. Even much less with an over supply on the market and the best Orchids at present wholesaling at 50 cents due to a glut on the market."

Good varieties of Camellias, make profitable investments you will never regret. "Longview" Camellias are good Camellias.

"Longview"

CAMELLIA SPECIALISTS
 ROBT. O. RUBEL, JR. PROP
 CRICHTON. ALABAMA